

INVOICE



WLWT
1700 Young Street
Cincinnati, OH 45202
Main: (513)412-5000
Billing: (410)338-6432

www.wlwt.com

Billing Address:

Shorr Johnson Magnus
Attention: Accounts Payable
1831 Chestnut Street
Philadelphia, PA 19103

Send Payment To:

WLWT
PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
958580-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WLWT	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Brown/D/Senate	SHERROD BROWN OH SE	

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	958580	06214838

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
1	10/09/12	10/12/12	NBC Today Show	7-9a	-TWTF--	:30	8	\$1,200.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-TWTF--	8	\$1,200.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WLWT	Tu	10/09/12	7:57 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
5	WLWT	Tu	10/09/12	8:57 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
2	WLWT	W	10/10/12	7:26 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
6	WLWT	W	10/10/12	8:37 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
3	WLWT	Th	10/11/12		NBC Today Show	7-9a	:00		\$1,200.00	NM
See MG 1.9										
7	WLWT	Th	10/11/12	7:23 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
8	WLWT	F	10/12/12	8:26 AM	NBC Today Show	7-9a	:30	OHSBTV1223	\$1,200.00	NM
4	WLWT	F	10/12/12	8:59 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
9	WLWT	M	10/15/12	8:27 AM	NBC Today Show	7-9a	:30	OHSBTV1223	\$1,200.00	NM
MG for 1.3 10/11										
2	10/15/12	10/15/12	NBC Today Show	7-9a	2-----	:30	2	\$1,200.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/15/12	10/21/12	2-----	2	\$1,200.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
1	WLWT	M	10/15/12	7:29 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
2	WLWT	M	10/15/12	8:57 AM	NBC Today Show	7-9a	:30	OHSBTV1231	\$1,200.00	NM
3	10/09/12	10/12/12	6-7a news	6-7a	-TWTF--	:30	4	\$800.00	NM	
Class of Time - Pre-emptible with notice										
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>					
	10/08/12	10/14/12	-TWTF--	4	\$800.00					
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type
4	WLWT	Tu	10/09/12	6:14 AM	6-7a news	6-7a	:30	OHSBTV1231	\$800.00	NM
2	WLWT	W	10/10/12	6:45 AM	6-7a news	6-7a	:30	OHSBTV1231	\$800.00	NM
1	WLWT	Th	10/11/12		6-7a news	6-7a	:00		\$800.00	NM
See MG 3.5										
3	WLWT	F	10/12/12	6:43 AM	6-7a news	6-7a	:30	OHSBTV1231	\$800.00	NM
5	WLWT	M	10/15/12	6:52 AM	6-7a news	6-7a	:30	OHSBTV1223	\$800.00	NM
MG for 3.1 10/11										
4	10/15/12	10/15/12	6-7a news	6-7a	1-----	:30	1	\$800.00	NM	

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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PO Box 26881
Lehigh Valley, PA 18002-6881

Invoice #	Invoice Date	Invoice Month	Invoice Period
958580-1	10/21/12	October 2012	10/01/12 - 10/15/12

Advertiser	Product	Estimate Number
Brown/D/Senate	SHERROD BROWN OH SE	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12			1-----		1	\$800.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/15/12	6:27 AM	6-7a news	6-7a	:30	OHSBTV1231	\$800.00 NM
5	10/09/12	10/12/12	7-730p	7-730p	-TWTF--	:30	4	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12			-TWTF--		4	\$800.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTTu		10/09/12	7:18 PM	7-730p	7-730p	:30	OHSBTV1231	\$800.00 NM
3	WLWTW		10/10/12	7:26 PM	7-730p	7-730p	:30	OHSBTV1231	\$800.00 NM
4	WLWTTh		10/11/12	7:18 PM	7-730p	7-730p	:30	OHSBTV1223	\$800.00 NM
2	WLWTF		10/12/12	7:11 PM	7-730p	7-730p	:30	OHSBTV1223	\$800.00 NM
6	10/15/12	10/15/12	7-730p	7-730p	1-----	:30	1	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12			1-----		1	\$800.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/15/12	7:18 PM	7-730p	7-730p	:30	OHSBTV1223	\$800.00 NM
7	10/09/12	10/12/12	NBC Tonight Show	1135-1237a	-TWTF--	:30	4	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12			-TWTF--		4	\$650.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WLWTTu		10/09/12	12:08 AM	NBC Tonight Show	1135-1237a	:30	OHSBTV1231	\$650.00 NM
2	WLWTW		10/10/12	12:32 AM	NBC Tonight Show	1135-1237a	:30	OHSBTV1231	\$650.00 NM
3	WLWTTh		10/11/12	11:46 PM	NBC Tonight Show	1135-1237a	:30	OHSBTV1231	\$650.00 NM
1	WLWTF		10/12/12	12:20 AM	NBC Tonight Show	1135-1237a	:30	OHSBTV1231	\$650.00 NM
8	10/15/12	10/15/12	NBC Tonight Show	1135-1237a	1-----	:30	1	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>			<u>MTWTFSS</u>		<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12			1-----		1	\$650.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WLWTM		10/15/12	12:07 AM	NBC Tonight Show	1135-1237a	:30	OHSBTV1231	\$650.00 NM
Total Spots							25		

Payment Terms 30 Days

<u>Gross Total</u>	\$23,250.00
<u>Agency Commission</u>	\$3,487.50
<u>Net Amount Due</u>	\$19,762.50